

Nullafi Shield: Dynamic Data Protection Ensuring Users See Only The Data They Need to See

Companies spend tons of time and money trying to protect the data that races between systems and users everywhere, every day. But many still do not know who can see what information, where, and when.

Nullafi solves this fundamental challenge because it can sit between any and every user, app, and data source.

Our flexible, multi-patented approach inspects and governs data and content in flight, no matter the channel, file format, or whether it's structured or unstructured.

Now you can instantly see and control any and all data in motion — no agents, no messy integrations — for true data protection.

In a world of static DLP, legacy IAM, and blindspot-ridden security stacks, Nullafi is the first dynamic data protection platform purpose-built to see and control data in motion anywhere it flows, in real time.

While other solutions protect containers (networks, endpoints, apps), Nullafi protects what's inside and what matters most: the data itself — regardless of channel, app, or format.

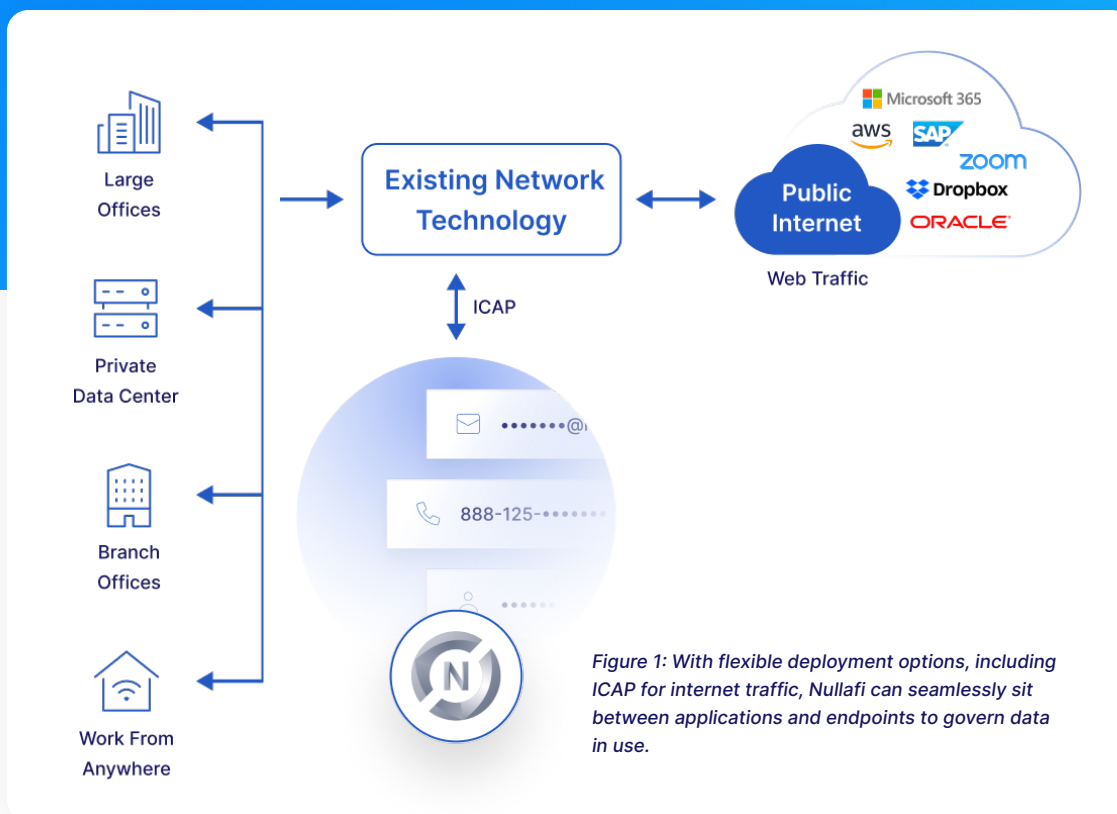


Figure 1: With flexible deployment options, including ICAP for internet traffic, Nullafi can seamlessly sit between applications and endpoints to govern data in use.

Because we work at the network level, we support any application, any data, anytime, anywhere — zero integrations required. Flexible deployment options allow you to be up and running in under 15 minutes, detecting and redacting sensitive data and slashing insider threats, third-party risks, and potential compliance nightmares before they happen.

Key Differentiators:

We don't just monitor data in motion; we detect, classify, and control it before it ever reaches the wrong hands. We do this by focusing on the key exposure point — data in use. We can instantly protect every piece of data flowing over the internet to your users, no integrations or endpoint deployments required. By operating at the network level, we can intercept and redact sensitive data *in flight* before it even reaches a user or an application that shouldn't have access.

Differentiator	What it Means to You	Why it Matters
First Dynamic Data Protection Platform	Data-level protection in motion, not just at rest	Legacy DLP and IAM can't see or stop what Nullafi can
Universal Compatibility	Works with any app, data source, or channel – Slack, Teams, LLMs, Snowflake, etc.	One platform to govern all data, anywhere it flows
Agentless & Integration-Free Deployment	Deploy in under 15 minutes, with no endpoint installs or app changes	Fast time-to-value and low operational overhead
Multi-patented Detection Engine	16 granted patents covering exact data matching, fingerprinting, pattern recognition, etc.	High accuracy, low false positives, enterprise-grade scalability
Data-Level Enforcement	Dynamic masking/redaction based on user, data type, and policy	Prevents overblocking, protects productivity
Flexible Deployment Options	ICAP, reverse proxy, sidecar container, APIs	Tailored to any infra or environment – future-proof and scalable
Automated, Natural-Language Policy Engine	Define access controls in plain English, not code	Easy to use for security, legal, and compliance teams
Zero Trust at the Data Level	Applies least-privilege principles to every piece of data, not just users	Better defense against insiders, third parties, and shadow IT

Key Features & Benefits:

Feature	What It Does	How You Benefit
Granular access controls	Lock down access by data type, department, location, or even device. If someone doesn't need it, they don't get it. Period.	No more overexposure. Everyone sees exactly what they need... nothing more, nothing less. You cut risk and get total control.
Highly customizable, plain-language access rules	Write access rules in plain English. Want to block credit card numbers? Just say so. Nullafi lets you create laser-focused rules, even for custom data formats.	No more waiting on IT. Anyone can define rules fast, enforce precision policies, and own security without needing a PhD.
Detailed audit logs and reports	Track every move, every access, every click – down to the user, timestamp, and IP. If it happened, we've got the receipts.	Crush compliance audits without breaking a sweat. PCI, HIPAA, GDPR, SOX? Bring it on.
Data interception before it reaches endpoints	Catch sensitive data mid-flight, before it shows up on screens or hits unauthorized hands. No integrations. No code changes. No leaks.	Stop exfiltration, mishandling, and accidental exposure in its tracks. Reduce breach risk and compliance headaches before they even start.
Enforceable access decisions and workflow	Create and enforce your own security playbook. Internal teams, third-party partners – everyone follows the rules, no exceptions.	Lock in security protocols and make sure external users follow SOPs, even when you don't control their systems. You're in charge.
Fast control over new apps	Protect data in any app: big-name SaaS, custom-built, cloud-hosted, or on-prem. Doesn't matter. We don't touch your apps or your databases.	Spin up protection in minutes – no integrations, no delays, no drama. If it runs through the Internet or moves data, Nullafi locks it down.

What Makes Us The Right Choice:

- **Works Anywhere:** Unified, automatic multi-channel protection offers flexible ways to protect data.
- **Is Compatible with Any App:** Doesn't matter if it's Teams, Slack, Salesforce, Snowflake, an LLM prompt, a support console, or something else.
- **Protects All Data:** Nullafi covers any sensitive data type (including custom ones) and alerts/blocks/obfuscates based on your policies.
- **Supports Multiple Deployment Methods:** APIs, ICAP, reverse proxy, integration — whatever your organization needs, it's easy with Nullafi.
- **Solves Any Use Case:** Mix and match channels, apps, data types, and deployment methods — Nullafi has you covered.
- **Ensures Business Continuity and Productivity:** Instead of blocking entire apps, files, or downloads wholesale, we surgically obfuscate only the sensitive data. Your business moves at full speed, security stays rock solid, and nobody needs to get frustrated.

The Nullafi Impact

Stop talking about data security, and start doing it.

Nullafi delivers: fast, simple, powerful. Ready to replace patchwork tools with a single solution to ensure users only see the data they need to see in any app they use? If you'd like to get started, please [schedule a demo on our website](#); we'd love to hear from you!

About Nullafi

Nullafi is the first dynamic data protection platform purpose-built to see and control data in motion anywhere it flows, in real time. We can sit between every user, application, and data source to give you instant visibility and granular control over who sees what, where, and when – without agents, friction, or delay. We serve primarily mid-market companies, technology resellers, and application developers in North America. With rave reviews from analysts, multiple patents granted, and key partnerships established, Nullafi is well-positioned to transform data security as we know it.

Learn more at www.nullafi.com.